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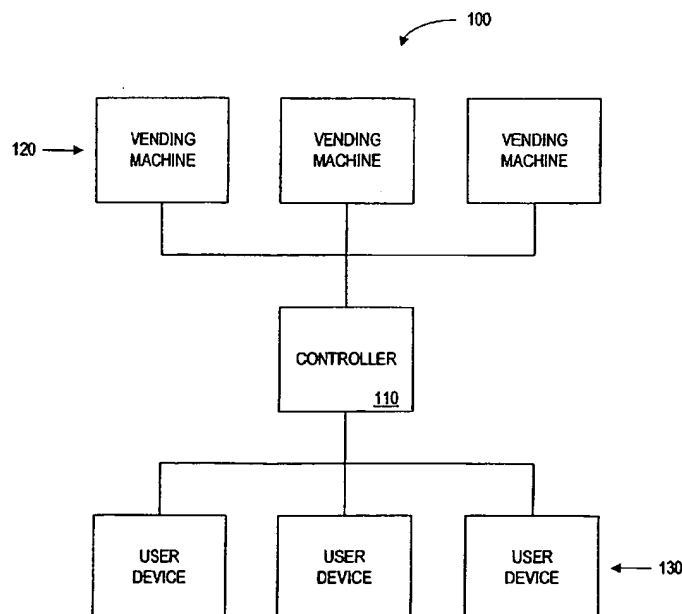
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(54) Title: **MARKETING SYSTEM EMPLOYING VENDING MACHINES**



(57) Abstract: According to an embodiment, a device provides an offer, via an interface at a vending machine, for a benefit in exchange for an email address. An email address is received via the interface. After receiving the email address, a promotional message is transmitted to the received email address. According to an embodiment, a device receives a set of email addresses; and identifies at least one vending machine to be associated with the set of email addresses. At least one rule is determined, and the rule defines restrictions on when a message may be sent to at least one of the email addresses. A message is sent via email transmission to each of the set of email addresses in compliance with the restrictions on when a message may be sent.